



Help Your Customers Re-Discover Your Business!

*Quick and Cost-effective Tips to Promote Your Business
During the COVID-19 Outbreak*

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1. **Make a list of all your marketing tactics; website, social media, email, snail mail, etc.** As you create your messaging, make sure it gets promoted through all of your channels. With so many platforms, it can be easy to forget some!
2. **Establish social media accounts if you don't have them already.** Platforms like Facebook and Instagram are great to help promote your business. They are easier to update than a website, and you can use them to engage with your customers! Facebook and Instagram are the two most popular social media platforms in our region, although TikTok is popular with younger audiences.
 - Mix up your messaging: In addition to promoting your hours and products, tell your brand's story with content that will engage people. If all you do is "sell" on social, you may have a hard time getting people to engage with you.
 - Content ideas: new products, behind-the-scenes (unpacking, rearranging), virtual tour, staff highlights, customer love, re-share photos of your products out in the world.
 - Post frequency: Post to Facebook 1-5 times per day, and post to Instagram 1-3 times per day. Utilize Instagram Stories for fun, ongoing content. Instagram also has a new feature for small businesses to share gift cards, food orders, and fundraiser stickers on your profile.
3. **Promote your business hours clearly, and tell people how they can shop / dine / do business with you.**
 - Your hours may have shifted as you are re-opening, so make sure your customers know when they can reach you and how. Update your website, social channels, Google My Business listing, and any other places your hours may be listed.
 - Does someone need an appointment / reservation to shop or dine with you? Can someone walk right into your establishment? Do they need to wear a mask or take their temperature when coming into your store? Set the expectation clearly and it will help people support you!
4. **Promote what you are doing to keep people safe in your store.** Put a sign on your door and promote on your website and social channels: regular cleaning and sanitizing, everyone wears masks, sick employees stay home, etc.
5. **Make your store visible and inviting from the street.**
 - Come up with a fun theme for your window, put some balloons out front, keep your door open, and play music (softly) if you can.
6. **Generate a QR code.** Use qr-code-generator.com to generate a FREE QR code, then use it on a window display, signage, flyers, etc. Customers walking by your window can scan the code with their phones and it takes them right to your website, social media page or more.
7. **Update your existing website and offer ways for customers to purchase online if you can.** Or offer/promote payment by phone and free curbside pickup until you can set up online payments. Not everyone will want to shop in-store, so your business model should reflect a hybrid model of in-store and online shopping.
8. **Promote gift certificates to buy now and use later.**